



Idea Fair

The **2023 Idea Fair** will be held in conjunction with the 2023 World Conference & Club Business Expo from **February 24–28, in Orlando, FL**. Entries will be on display during the Conference, with the exception of when the entries are being judged.

Entries will be accepted online until January 23, 2023. CMAA will print your boards for you.

Categories and Examples:

1. Club Events

Successful parties, celebrations, announcements, publicity, and temporary club transformations.

2. Special Holiday Programs

Mother's Day, Memorial Day, Fourth of July, Christmas, or others.

3. Youth Programs or Events

Sporting events, concepts, promotions, parties, or organized field trips for youths.

4. Staff Management & Incentives

Training, coaching, continuing education, professional development, staff recruitment and retention, handling labor issues, staff shortages, unique programs to enhance morale, pride, teamwork, loyalty and longevity, benefit programs.

5. Safety Programs and Risk Management

Need-to-know programs and/or emergency procedures or crisis communications/disaster plans, workers compensation, property and health insurance, and risk management programs.

6. Club Communications

Publications, websites, handbooks, guides, directories/yearbooks, history books, special calendars, social media, etc.

7. Membership Development

New member orientation, recruitment/retention techniques, plans, programs, etc.

8. Leadership Philosophies and Development

Successful board or committee relations; meeting tactics, orientation programs, effective use of an agenda, surveys, and "political" techniques.

9. Renovation Programs

How-to manuals, checklists, tracking systems used to monitor facility improvements that strengthen club operations, no demo renovations, facility transformations, etc.

10. Environmental Impact

Effective use of energy reduction techniques, "green" efforts, recycling programs, sustainability, chemical reduction, etc., to reinforce the club's community image.

11. Golf Operations

Tournaments, promotions, amenities, incentives, golf course maintenance, member instruction, and training for staff or caddies.

12. Alternative Sports and Recreation

Unique alternative sports programs and events; aquatic events; lawn games; other sport-related activities outside of golf.

13. Health and Wellness

Fitness and spa concepts, swimming, tennis/racquet sport ideas, wellness (family, senior, and others), meal programs, and nutrition.

14. Food Concepts

Menu items, presentation, theme dinners, and promotions for increasing dining room traffic.

15. Beverage Concepts

Wine marketing programs, special theme beverages, non-alcoholic concepts, and marketing craft beer.

16. Cost-/Time-Saving Concepts

Any method, procedure, equipment, etc., used to reduce club expenses or reduce time needed to complete a task.

17. Community Outreach

Fundraising, scholarships, clubs giving back to the community.

18. Internships and Mentorships

Rotational internship programs, check-ins, special or unique attributes of your clubs program, mentorships, qualifications to be a mentor, etc.

19. Diversity, Equity, and Inclusion

Club advocacy and awareness, task force/ committee creation and strategy, mentoring, career development and opportunities, etc.

20. Breakthrough Ideas

Responding to today's club issues and trends, the "club of the future."



WORLD CONFERENCE
& CLUB BUSINESS EXPO

FEBRUARY 24-28 • ORLANDO, FL

Submit Your Entry Online

Complete the Entry Form at <https://www.cmaa.org/learn/meetings-and-events/conference/idea-fair-submission>. This will automatically send your information to CMAA Headquarters. **CMAA will print your board(s) for you. You do not need to print and ship them.**

Judging Criteria

- Creativity/clarity/content
- Transferability of idea/method to other clubs
- Uniqueness of idea

Entry Criteria

- All entries must be submitted online.
- Boards must be identified by both the number and name of the category.
- CMAA will be printing entries on standard size poster boards (22"x28") for display on site. To preserve the quality of your entry, please submit a high-resolution PDF.
- Entry boards must be submitted in portrait format (not landscape).
- A business card image of the CMAA member who is submitting the entry must be included.
- Total number of Idea Fair submissions is limited to 10 entries per CMAA member, across all categories.

Overall Awards

In addition to category winners, the judging committee will select three overall award winners: the "Most Innovative Idea," the "Show Stopper Idea," and the "Chairman's Award." Make sure your idea(s) stand out from the rest to be considered for these exciting opportunities!

For further information, please email erica.benjamin@cmma.org